

OFFICE CELEBRATION IDEAS

BACK TO FOOTBALL **FRIDAY**

IN PARTNERSHIP WITH



This fall, NFL PLAY 60 and United Way are teaming up for Back to Football Friday, an exciting campaign to advance youth health and wellness as a national priority. We are encouraging fans of all ages to show their NFL team pride at work on September 10 in celebration of the start of the NFL season and to join our efforts to end childhood obesity **Here are a few ideas to get you started...**



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FRIDAY

Office Celebration Ideas:

- Encourage friendly competition among departments for office bragging rights and prizes
- Host a tailgate cook-off for staff with culinary skills and invite kids to judge
- Integrate a youth health and wellness fundraising component
- Challenge your colleagues to a game of touch football on the office lawn
- Make it a casual day for employees who commit to an active lifestyle
- Host a field day or fitness fair for a local school
- Organize a lunch hour power walk
- Host a contest: craziest fan, best end-zone dance, best cheer
- Organize a sporting equipment donation drive for a local community center
- Offer an early morning combine-style workout
- Host a tailgate party or pep rally in your parking lot (include healthy options)
- Decorate your office with team colors and paraphernalia
- Organize planning committees by favorite team
- Post a super fan photo board in the cafeteria
- Offer healthy snack breaks for participants showing team pride
- Invite family members to the annual staff cookout and feature fitness-related activities—obstacle course, 5K walk, games, moon bounce, etc.
- Post marketing materials and updates in stairwells to encourage taking stairs over elevators

The most important step:

Remember to capture the moment. Take great pictures of your colleagues in action. Submit up to 3 pictures of your event at unitedway.org/backtofootball for a chance to win a party hosted by the NFL.

Find out more about United Way's commitment to health and wellness at kidsgetfit.org or visit NFLRUSH.com/play60 to learn more about NFL PLAY 60.

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*No Purchase Necessary to Enter or Win in the United Way Back to Football Friday Sweepstakes and Contest. Registration starts 12:00:00 p.m. ET on 7/2/10, ends at 11:59:59 p.m. ET on 9/17/10 ("Registration Period"). Entry Period starts 9:00:00 a.m. ET on 9/11/10 and ends 11:59:59 p.m. ET on 9/17/10. Open only to legal residents of 50 U.S. and DC 18+ years as of entry date. Void where prohibited. Subject to Official Rules available by visiting www.unitedway.org/backtofootball during Registration Period or by sending SASE for receipt by 11/17/10 to: United Way Back to Football Friday Contest RULES, 701 North Fairfax Street, Alexandria, VA 22314. Sponsor: United Way Worldwide.